

SELF-SERVICE DRUG STORE OPENS HERE

DISCOUNT LAUNCHES NEW TYPE OF MERCHANDISING AT STORE IN TORRANCE

While the store has been open a few days to perfect its operation, Discount Drug announced the formal opening of their newly remodeled store as Discount Self-Service Drugs today. This store is a new departure in drug merchandising in Southern California. The basic idea is to enable a busy person to

come into the store, make their wanted purchases in far less time than necessary in the ordinary way. This is especially true today when of necessity most stores are operating with a minimum of clerical help.

The self-service idea was originated by Clarence Saunders in Atlanta, Georgia, shortly after the end of the last world war, in the opening of a new type of food store. It spread throughout the nation under the name of Piggly Wiggly and others until today 95 percent of all the food purchased by housewives is bought in stores of this type. Discount Self-Service Drugs brings to Torrance the distinction of being one of the first cities in America with a store where this idea has been applied to drugs.

Now it is possible for the customer to see everything on display. If you are interested in flea powder for Rover, you can walk up to a section in the store and find not just the kind you've been buying . . . but dozens of others in all sizes. So for the first time you have a complete and wide selection of flea powder from which to select the kind you think will be the best for Rover.

This same thing is true of everything else you have been purchasing in drug stores. As a matter of fact one will be amazed at the tremendous number of different items on display. While most of these things could be found in the larger, better drug stores today, the average person was unaware of their very existence. But with the self-service idea established by Discount, all of these items are out front where they may be seen and examined at will, so that the preference of the exact item to fill a need may be exercised by the customer.

The remodeling of the store, by the removing of the fountain and the moving back of the rear partition, has increased the front floor space by about four times. This gives the appearance of a much larger store, and is the first impression made on an old customer of Discount who walks in the front door.

The tobacco counter with magazines, cards and other small items is located in the front part of the store before one enters the turnstiles. These are "quick-purchase" items located in front for convenience.

As one enters the turnstile on the left, a new type of shelving is noticed, where all the merchandise is plainly visible and plainly marked as to price. Large indication signs point out

the different departments and items related to them. In the center are convenient low "island" shelves, each one a separate department within itself, with all items within easy convenient reach.

At the rear left side of the store is a large cosmetic bar. This department always is under the personal direction of a trained cosmetician who may be freely consulted in the selection of any item from the large and complete stock of nationally advertised cosmetics.

On the right rear is located the prescription counter. This has been modernized. The "peek-hole" and partitions have all been done away with so that you can see and talk to any one of the two or three registered pharmacists who are on duty. The prescription department will be under the personal supervision of George H. Paltridge, Jr., one of the leading pharmacists of Southern California.

Mr. Paltridge is well known in Torrance and Lomita. He has managed several drug stores in this area and for some time has been connected with the Discount Drug in Torrance.

W. R. Kirk, manager of the store, said today, "Certainly, we are proud of this new store. We have really tried to do something; to give Torrance one of the first stores of this kind in America. As you can see, we've done a complete remodeling job. New paint, new fixtures throughout, new flooring, new lighting and a far larger and greater variety of drug and drug items than we've ever carried before."

"And already we feel well rewarded. For the few short days we've been open to perfect our operation, the many kind and complimentary things folks have said about the store has made us very happy. Thus, we know Torrance is proud of this store, just as proud as we are to have built it in Torrance."

"Of course, with the self-service operation, we are able to give our customers prices far lower than it was possible before we remodeled. Frankly, the efficiency of this operation makes this possible. And we know people appreciate this saving in drug items just as much as they do in foods. Yes, we are very, very happy. We want all of Torrance to come in and look around and see for themselves just what we've done whether or not they wish to make a purchase."



UNIQUE DRUG STORE . . . Arrangement of the newly remodeled Discount Self-Service Drugs is shown in this interior view of the store. Formal opening is scheduled for today. This is one of the first drug stores of its kind in Southern California. (Torrance Herald photo.)

Tax Leaders Will Speak at L.A. Meeting

Citizens of California who will be in the Los Angeles area on Wednesday, Feb. 21, are invited to hear two well-known authorities discuss federal and state finance problems at the nineteenth annual meeting of California Taxpayers' association, which will be held at the Biltmore hotel, Los Angeles, opening at 10:00 o'clock, the Taxpayers' group announced today.

John W. Hanes, of Washington, D. C., and New York, will discuss the subject "What Does the Future Hold for the United States Taxpayer?" Mr. Hanes, who is a nationally recognized finance executive, is chairman of the Citizens National committee, the citizen group which has done most to forward the work of Senator Harry F. Byrd's joint congressional committee on federal government economy. He was formerly under secretary of the United States Treasury. Mr. Hanes' speech at the Taxpayers' meeting will be his only public appearance in Los Angeles.

James S. Dean, of Sacramento, state director of finance, is to discuss "The State Fiscal Program." Included in Mr. Dean's talk will be an explanation of Governor Warren's proposed \$683,700,000 state budget, the situation facing the state as regards reserves and surpluses, possible tax reductions, postwar construction, postwar employment problems, and the overall picture of state finance in the war and the postwar period.

Dr. A. C. Hardison, of Santa Paula, prominent agriculturist and president of the Taxpayers' association since its organization, is to preside at the meeting, which will be a morning session only.

Service men's stationery? Call Torrance 444 or 443.

Ocean Floor to Be Tested for New Sewer Outfall

A contract for testing the ocean floor along the proposed site of subterranean sewer line extending a mile into the sea, for the proposed sewage disposal plant to cost 21 million dollars, has been awarded to Hull, Smale and Robinson by the Board of Public Works. The work will begin about March 1. Men and required equipment will be furnished at \$900 a day, excepting \$960 on Saturdays and Sundays. The estimated cost of testing will not exceed \$25,000.

Gen. Hansen Meets Guard Officers Here

Brig. Gen. Victor R. Hansen, the adjutant general of California, has been in the southland this week on inspection and meeting personally the officers of the State Guard, and Tuesday visited the State Armory in Long Beach.

There the officers of the Second Battalion, 39th Regiment, were presented to General Hansen by Maj. A. Milton Fish, commanding the battalion, and the general made inspections of Co. C, commanded by First Lt. Travers Cramer; headquarters detachment, commanded by First Lt. George L. Maitrejean, and Service company, commanded by Capt. Clarence L. Johnson.

Traveling with the general were Maj. Roland W. Van Deventer, instructor for the adjutant general's department, and First Lt. Robert Ward, U.S.A., federal inspector for the State Guard.

Prior to the inspections and meeting General Hansen and Major Van Deventer met with Col. John C. French, commanding the Ninth Tactical Command of the State Guard which embraces Los Angeles, Orange and Ventura counties, and Lt. Col. Thomas A. Gregory, executive officer on the Ninth Tactical Command staff.

Among officers from the Torrance area meeting with General Hansen are Capt. R. L. Lewellen, commanding Co. H, Torrance and Lomita's own; First Lt. Thomas Ramskill, executive officer, Co. H, and First Lt. Frank S. Selover, attached to the staff of Major Fish as public relations and signal officer.

'Birth of a New World,' Picture, to Be Shown

"Birth of a New World," the realization of a new epoch in religious motion picture production, will be presented by the Seventh-day Adventist Young People's Organization of Gardena during their regular Friday evening service this week. Elder Roy F. Cottrell of the "Newspaper Pulpit" will deliver the address Sabbath (Saturday) morning at the eleven o'clock service.

Always!



ACCURATE PRESCRIPTIONS

With our reopening . . . we will have a new, modern and enlarged Prescription Department to give you prompt, accurate service at all hours!

A staff of trained, experienced REGISTERED PHARMACISTS will be on duty! This staff will be under the direction of George H. Paltridge Jr., who is recognized as one of the finest druggists in Southern California.

Follow Health's Golden Rules!

- Have your doctor check you over every six months.
- Study home first-aid. Be ready for emergencies.
- Prevent accidents. Work and play carefully.
- Keep warm, whether indoors or out.
- Don't be a germ spreader. Stay home when you're sick.
- Relax in off hours. Budget a part of every day for play.

DISCOUNT

SELF-SERVICE DRUGS

1334 El Prado

Phone Torrance 562

you are
INVITED
— to Our —
Grand Opening

It is impossible to see and extend to each one of you an invitation to visit us during our Grand Opening this week-end . . . SO please accept this as our personal "invite" to come in and say "Hello." Thanks, Folks!

**DISCOUNT
SELF-SERVICE DRUGS**

1334 El Prado

Torrance



THURSDAY
FRIDAY
SATURDAY
FEB. 15-16-17